

## **Abstract**

**Title:** Football recruitment campaign in the Czech Republic

**Objectives:** The main objective of this study is based on mapping and analysis of current practice and implemented recruitment campaigns in Czech football to find the flaws and the ideal model for devising measures to improve and effectiveness of these campaigns. Then identify and get to know the target group of parents of young footballers.

**Methods:** In this work we were used methods of case studies, statistical data analysis and involved observation in the context of mapping the current practice of football recruitment campaigns in the Czech Republic. Further, a questionnaire survey among parents of current footballers to 18 years to identify the target group of football recruitment campaigns. Everything was supplemented by expert interview with a representative of the FACR.

**Results:** In the Czech Republic there are two major football recruitment campaign, My first club and My first goal. Communication channels and tools of both campaigns were analysed in detail and presented their results. The questionnaire survey brought the identification of target groups for these recruitment campaigns. Thanks to lessons learned were proposed recommendations for researched campaigns.

**Keywords:** football, campaign, marketing, communication, recruitment,